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# Changes in reading behavior among ereader adopters

Lingya Zhang

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# **Changes in Reading Behavior Among eReader Adopters**

By Lingya Zhang

A thesis submitted in partial fulfillment of the requirements  
for the degree of Master of Science  
in the School of Print Media  
in College of Imaging Arts and Sciences  
of the Rochester Institute of Technology

August 2012

Primary Thesis Advisor: Dr. Patricia Sorce  
Secondary Thesis Advisor: Professor David Pankow

School of Print Media  
Rochester Institute of Technology  
Rochester, New York

Certificate of Approval

Changes in Reading Behavior Among eReader Adopters

This is to certify that the Master's Thesis of

Lingya Zhang

has been approved by the Thesis Committee as satisfactory  
for the thesis requirement for the Master of Science degree  
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## **Abstract**

As part of the digital publishing revolution, the advent of eReader devices has had a strong impact on the reading habits of ordinary people and the traditional publishing industry. This study investigated how people have changed their reading behavior with the rise of the eReader by analyzing the amount of reading of different material and their media preferences among different platforms.

An online survey was designed to study the changes in reading habits of faculty and staff from the Rochester Institute of Technology (RIT). On January 13th, 2011, an e-mail with a survey link was sent through the RIT e-mail system. The survey was closed after two weeks. Of the 3,600 potential respondents, 600 started the survey, while 563 completed the survey yielding a response rate of 15.6%.

The study found that there were no statistically significant differences between eReader users and non-users in the average amount of printed books and printed magazines consumed. However, although half of the eReader users believed their printed book reading had stayed the same after purchasing an eReader, of the 145 eReader users, 38% reported reading fewer. A similar patterns was found for magazines. The majority of respondents (86%) reported their printed magazine reading had remained the same although 10% of the eReader users indicated that they had read fewer after purchasing an eReader.

The study also showed that eReader users and non-users shared similar interests in consuming media content. E-mail and news were the most consumed texts both on computer screens and eReaders by RIT faculty and staff, and there were no differences in

amount of time spent on computer reading for eReader users and non-users. In addition, only 5.1% of eReader users and 1.9% of non-users in this study said they had read eBooks on computers, making the computer the least popular platform for book reading. The study revealed that eReaders were the most popular devices among eBook readers. The Amazon's Kindle and Apple's iPad ranked were the most popular brands among eReader users and potential buyers.

In sum, this study showed that using an eReader device has not impacted reading behavior in the sample of respondents who were older and more educated than the general public. Other results from this study were consistent with previous studies: the younger generation was more likely to adopt an eReader than the older generation; males were more likely to purchase an eReader device than females; and eReader users were still printed media lovers.

## **Chapter 1**

### **Introduction**

#### **Topic Statement**

Media and publishing industries have been experiencing a transitional change with the exponential growth and popularity of digital content. As part of the digital publishing revolution, the advent of eReader devices has had a strong impact on traditional information consumption. The purpose of this study is to measure changes in reading habits with the rise of the eReader device.

The National Endowment for the Arts in its 2004 *“Reading at Risk”* report presented a 10 percent decline in literary reading from 1982 to 2002: less than half of adult Americans now read literature. The report also said that electronic media, especially Internet and portable digital devices, was a key alternative that drew people away from reading paper publications. The newspaper industry has been facing the same problem: circulation has declined for 20 years, and there has been a loss of readership to online media (Shin, 2005). Jupiter research (2006) showed that even the most intensive users of newspaper and magazines spent less time reading publications in paper format. Instead, they spent more time reading online.

Since eReader devices were brought into the market in 2007, consumers have swiftly adopted them. The Consumer Electronic Association (CEA) (2009) predicted that eReader sales would double again in 2012 after its first doubling in 2009. The reason is that eReaders with e-ink technology provide a superior reading experience for users under a wide range of lighting conditions; it also enables easy access to large quantities of information whenever and wherever readers go. With the rise of this new reading technology, will people consume a larger amount of information than before? Could this new reading alternative replace traditional paper reading and computer screen reading in the future?

The purpose of this research was to investigate how people have changed their reading behavior after adopting an eReader by analyzing the amount of reading and their media preferences between different platforms.

### **Reason for Interest in the Study**

Since the debut of the Amazon Kindle in 2007 the eReader market has grown at a fast rate. Within three years time, manufacturers of digital e-reading devices have experienced booming sales and the purchase of eBooks has skyrocketed (Lugmayr, 2010).

Before coming to the U.S, the researcher was working at a book publishing house in Shanghai, China. The researcher experienced first hand the downward trend of book reading and the shrinking of printed media consumption in her country. After coming to the U.S, the researcher worked as a graduate assistant at RIT Cary Graphic Arts Press for one and half years. During this time, she experienced the significant growth of eReaders and new challenges that appeared for traditional publishers.

Where will the media and publishing industry be directed in the age of the eReader? Could eReader devices replace print media and computer screen reading? Since “books” has become very different from what they used to be, how should traditional printing and publishing companies deal with the transition? If traditional publishers, as content providers, could study and understand the reader’s changing media consumption habits, and their preferences for different reading platforms, they would have more flexibility in creating content, and therefore, get ahead of their competitors.

## **Chapter 2**

### **Review of Related Literature**

In this fast moving world, innovation and technology have brought about tremendous changes in people's lives. When the computer and Internet became widespread, instead of beginning a day with coffee and a delivered newspaper, many people started reading daily news from websites. In 2008, Microsoft chief executive Steve Ballmer made a controversial statement: "there will be no newspapers, no magazines that are delivered in paper form. Everything that gets delivered will be in an electronic form." (Whoriskey, 2008) Although this predication looks wide of the mark today, it is undeniable that with the growth of digital media, a potential revolution is taking place in the practice of reading.

### **Media Consumption**

#### *New Media Platforms*

The advent of digital media and the growing amount of digital information has affected the amount of content people read and the medium through which they read. According to the National Endowment for the Arts in its 2004 "*Reading at Risk*" report,

there was a 10 percent decline in literary reading from 1982 to 2002 in USA: less than half of adult Americans now read literature. The report also said that electronic media, including the Internet, video games, and portable digital devices were the main areas that drew people away from reading paper publications. Another study conducted in 2005 by the National Assessment of Adult Literacy (NAAL) reported that the average American college graduate's literacy in English has declined by 9 percent from 1992 to 2003. Only 31 percent of the graduates in 2003 demonstrated high-level reading skills (including being able to read lengthy, complex English texts and draw complicated inferences), as compared to 40 percent in 1992. Officials said that the drop was because of the rising number of young people switching from reading literature to watching TV and surfing online. In the newspaper industry, circulation decline continued a 20-year trend that had seen a loss of readership to online media (Shin, 2005). Jupiter research (2006) showed that even the most intensive users of newspaper and magazines spent less time reading paper publications. Instead, they spent more time reading online.

### *Screen Reading V.S Paper Reading*

With an increasing amount of time spent reading on computer screen, screen-based reading behaviors have gradually begun to form. Instead of doing in-depth and concentrated reading, readers spend more time browsing and skipping on the computer screen. Screen reading was also characterized as one time reading, keywords tagging,

non-linear reading, and more selective reading (Liu, 2005). In a study of reading practices at the National University of Mexico in 2003, students were asked to do a survey on computer screen reading versus printed media reading. Ramirez (2003) found that nearly 80 percent of students preferred to print out the needed digital documents in order to understand the text fully. Nearly 68 percent of respondents reported that they could gain more information when they read the text on paper format. Olsen (1994) found that lower resolution on computer screens was one of the major reasons that led readers to choose print-outs. He also mentioned that readers could more easily gain “visual memory” (get a sense of the whole text) by flipping a paper document, rather than scrolling on a computer screen. In a readability study in 2010, Jakob Nielsen conducted a survey on two of the highest profile tablets: Apple’s iPad and Amazon’s Kindle 2. The study showed that both devices gave readers a more relaxed feeling as opposed to a computer. However, the printed book offered the fastest reading speed over the computer and eReader.

### *eReader Reading Habits*

The recent advent of the eReader has captured the interests of many researchers in the field of media, technology and communication. Since Amazon released its Kindle eReader in 2007, a number of pilot programs have been employed in the academic environment to study changing habits of media usage with this new platform (Massis, 2010). After comparing different eBooks Pilot Programs offered to college student,



Massis indicated that the eReader had gained more attention among cost-conscious college students because this group was more likely to adopt digital content. Roger Fidler, who was leading the Digital Publishing Alliance (DPA), indicated that if an eReader could replace heavy textbooks, it would help draw in younger consumers (Shields, 2009). A number of other surveys were designed to find out whether this new reading technology has brought changes to ordinary people's reading habits. In a survey of 1,200 eReader users (Marketing and Research Resources Inc., 2010), 40 percent of respondents said they read more on eReaders than they did with print books. 58 percent of respondents reported they read about the same amount, while only 2 percent said they read less than before. Pew Research (2012) reported that eReader users read an average of 24 books in 2011, as compared to the 16 books read by non-eReader users. According to the Harris Poll Reading Habit Survey (2010), eReader users not only read more books, they were also more likely to buy books.

#### *Platform Preference*

Publishers are considering the eReader as another media distribution channel, in addition to print media, Web and cell phone. Soon after the release of the iPad in April 2010, the New York Times developed an application and started publishing daily news on this new device. Gordon McLeod, president of *The Wall Street Journal* Digital Network believed that the device would help the Journal reach a potentially new audience

(Shields, 2009). A survey of 2,986 Americans conducted by the Pew Research Center at the end of 2011 revealed that 20 percent of respondents read an eBook in 2011. 42 percent said they read an eBook on a computer, making computers the most popular device for reading general eBooks. The survey also found that eReader was the most popular portable devices among eBook readers (41%), followed by cell phones (29%) and tablets (23%). Although more and more readers started reading eBooks, they still continued to read printed books: 88 percent said they read both printed books and eBooks in 2011. Respondents who preferred eBooks for their quick access and portability, but chose printed books for reading with children or sharing with others.

## **General Reading Habits**

### *Heavy Reader*

Reading is a complex and variable behavior. It involves different purposes and requires different skills in handling documents. Based on the *Report of the Commission on Reading* (Anderson et al., 1985), “reading is the process of constructing meaning from written text”. According to a 1995 Simmons Study of Media and Markets (American Demographics, 1997), the typical “heavy reader” of books (defined as someone who buys 20 or more paperback books a year) was most likely to be someone with more money, education, and perhaps time. Study (Ross, 2002) also found that “heavy readers are more

likely to be female than male; to be younger rather than older; and to have achieved a higher educational level than the population at large” (Book Industry Study Group, 1984). Recent research found out that eReader and tablet ownership were strongly associated with education and income, and were also most popular with adults under age 50 (Pew Research, 2011).

### *Tech-Savvier Youth*

Among all of these transformative shifts, the younger generation has experienced the biggest change in reading practices. A survey conducted by the National Literacy Trust in the UK found that children were more likely to own a cell phone than a book. According to the study, 85.5 percent of 7-to-16 years old British children had their own cell phones, compared with 72.6 percent who had their own books (Paton, 2010). Another study released by the Kaiser Family Foundation in early 2009 indicated that although there was a dramatic decline in print media usage, driven by increased popularity of mobile and online media, overall media consumption (mainly on cell phone and MP3 players) by the 8-to-18 years old demographic had exploded over the past five years. The average daily media use by young people in that age group was 7 hours and 38 minutes in 2009, up from 6 hours and 21 minutes in 2004. Research by the Nielsen Group concluded that the younger generation was more tech savvy and heavy users of smart phones and laptops for watching video (Kaufman, 2010).

### *Gender and Reading Habit*

A reading habit study in International Islamic University Malaysia in 2007 indicated that gender was significantly associated with reading certain types of reading materials. The study revealed that male students read significantly more for resources other than the academic books (Karim & Hasan, 2007). Males were more likely to read for facts and information, and tended to focus on certain information related to issues or matters they were facing (Lin & Yeow, 2011). Studies carried out in North America and Britain found that female read more fiction than male. Women accounted for about 80 percent of the fiction market.

### **eReader Technology**

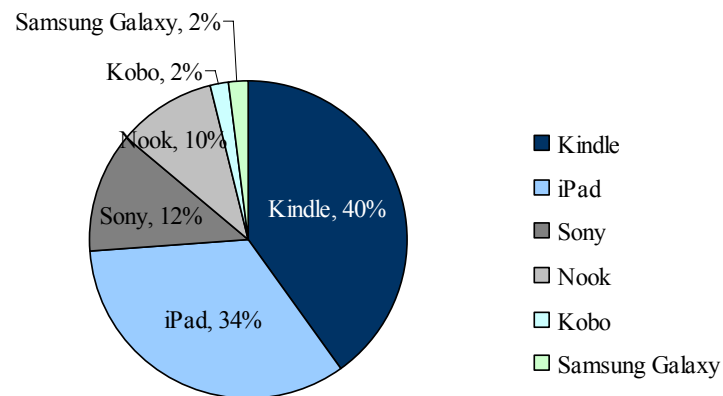
#### *eReader Growth*

Since the launch of Amazon's Kindle in 2007, which sold out in five and a half hours (Patel, 2007), a flood of different eReader brands started hitting the market. Manufacturers of eReaders boomed in 2009, and the new brands began to challenge the dominance of the Amazon Kindle (Kho, 2010). By the beginning of 2010, American consumers were able to choose from a wider range of eReaders. The Barnes & Noble Nook tablet has been a serious competitor to the Kindle since the very beginning.

Another eReader brand Sony, bolstered its eReader with low-priced models and a newly introduced wireless eBook in 2009 (Electronic Book Survey, 2009). Equipped with touch-screen capabilities and color e-ink technology, Sony eReaders were going to be the replacement for textbooks (Penn State University Libraries, 2009). In June 2010, Apple released the iPad tablet which was considered a multi-task eReader, a platform not only designed for book reading, but also for magazines, online news, movies, music, and games.

#### *eReader Brand Preference*

*In-Stat* conducted an online survey to almost 18,000 North America consumers regarding their attitudes toward eBooks in 2009. The survey received over 1500 responses and found that the Amazon's Kindle was the most desirable eReader brand (Electronic Book Survey, 2009). A survey conducted by *Publishing Trends* in 2010 (Owen) revealed that, among the more than 200 respondents – a mixture of agents and editors – 40 percent of them considered Amazon Kindle to be their favorite eReader brand, with iPad coming in second (34 percent) (See Figure 2.1). A study from GfK MRI, a Germany market research company, (2011) found that gender differences could lead to different preferences in electronic devices: women were more likely than men to own an eReader. Men, on the other hand, were more likely than women to own a tablet.



**Figure 2.1 eReader Brand Preference**  
 (Source: Publishing Trends, Holiday Books: Giving and Getting Survey)

### *Benefits of eReaders for Reading*

Comparing different eReader brands, the desirability, and popularity of one device over another appears to reflect the number and the flexibility of features offered by each particular device. According to *The Horizon Report-2010*, eBooks have become a cost-saving and portable alternative to heavy textbooks and other educational materials (Johnson et al., 2010, p. 18). Value-added features such as annotations, hyper-links, cross-links, saved views, interactive quizzes for individual study, analyses, and shared commentary from other members of the class were highly appreciated by college users (Educause, 2010). Fans of eReaders admitted that using these products offered them a strong sense of control and customization that they had been looking for. First of all, eReaders provided accessibility to unlimited books wherever you go. For people who are required to read huge amounts of information for their job, eReaders could definitely

relieve them from the burden of carrying big heavy books during travel. Second, readers felt more flexible reading on an eReader because text with adjustable font size displayed on the device is viewable under different lighting conditions: from direct sunlight, partial shade, to total darkness. Moreover, the physical cost of eReaders is decreasing, and Amazon cut major eBook title prices to \$9.99 or less from \$14.99, which is a huge saving for readers (Streitfeld, 2012).

## **Summary**

With the arrival of digital media and the growing amount of electronic content, there are a number of significant impacts on people's reading practices. Many studies have shown the changes in people's media consumption and reading behaviors. With the advent and rise of portable eReader device, it is easier than ever to access volumes of information whenever and wherever one goes. It will be very interesting to know whether people with eReaders consume a larger amount of information than before. It is also important to note people's expectations and preferences toward their choice of different platforms. The purpose of this study is to measure how people have changed their reading habits after adopting an eReader by analyzing the amount of reading and their media preferences among different platforms.

## **Chapter 3**

### **Thesis Research Questions**

This research investigated the change in reading habits with the rise of portable reading technology. The study answered the following general question: Do reading habits (defined by amount read and the preferred platform) change with the rise of the eReader?

Specifically, the research objectives are:

- In terms of printed book, magazine and newspaper reading, do people who own an eReader tend to read more than those who do not have an eReader?
- What is the nature and quantities of material that they consume on eReaders?
- Is there any change in computer screen reading after adopting an eReader?
- When it comes to reading different material, what is the platform preference?



## **Chapter 4**

### **Methodology**

#### **Sample**

Faculty and staff of Rochester Institute of Technology (RIT) were sent an e-mail message inviting them to complete an online survey about their reading habits. Of the approximately 3,633 faculty and staff, 600 visited the online site, providing 563 usable responses – a response rate of 15.6%. The gender and age profiles of the sample were: 65.3% female and 34.7% male; 19.5% 34 years of age or younger, 21.1% age 35-44, 59.4% age 45 or older.

#### **Survey design**

The survey questions were designed based on the research objectives and the literature review. Question logic was used to allow respondents to be classified into two segments: eReader users and non-eReader users. The researcher examined the relationship between the independent variables of eReader user versus non-eReader user, and the dependent variables of changing media consumption, nature and quantities of reading on eReaders, computer screen reading habits, and platform preference.

Before the survey was sent out, the researcher conducted a pilot test study with the School of Print Media faculty at the Rochester Institute of Technology (RIT) to ensure that the question wording was clear and precise. The survey was then edited to meet the requirements of the RIT Human Subjects Research Office (HSRO), and was reviewed and approved by the HSRO before it was released. In addition, an introduction part of the research was presented at the welcome page of the survey, followed by an informed consent question. Only those who answered “Yes” would be able to start the survey. A copy of the online survey is presented in Appendix B.

## **Procedure**

The survey was conducted using an online survey service. On January 13th, 2011, an e-mail with a link was sent to RIT faculty and staff inviting them to complete the online survey. The respondents were also asked to leave their name and on-campus mailing address. After two weeks, the survey was closed. As a thank you gift, each of the first 200 respondents was mailed a java’s coffee token (100 Java’s coffee tokens were given away to each pool of respondents).

## **Data Analysis**

The total number of respondents was 563 (response rate of 15.6%). Statistical Package for Social Science (SPSS) was used for data analyses purposes. Overall response frequencies were analyzed by using descriptive statistics. A statistic t-test was conducted to measure the relationship between independent variables. Three open-ended questions were coded appropriately (See Appendix D), and the results of which were discussed in Chapter 5. A description of the overall response frequencies is presented in Appendix A.

## **Chapter 5**

### **Results**

The survey was designed to study the changes in reading habits among faculty and staff from the Rochester Institute of Technology (RIT). Of the 3,600 potential respondents, 563 completed the survey, yielding a response rate of 15.6%. The results of the research are presented in this chapter. Additional findings are included at the end of the chapter.

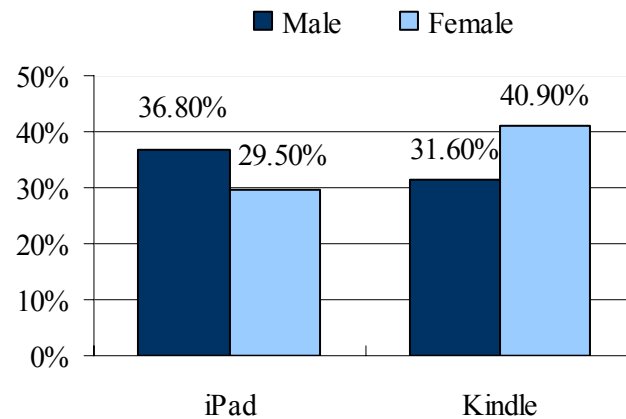
#### **Background Frequency Analysis**

As a part of the survey, the respondents were asked to answer with their gender, age, and education. From 591 respondents, a majority of them were female (65.3% female, 34.7% male). The age distribution revealed that more than half of the respondents were over 45 years old, with 27.7% between the age of 45 and 54, 27.2% between the age of 55 and 64, 21.1% between the age of 35 and 44, and 17% between the age of 25 and 34. Only 2.5% of the respondents were younger than 24. Of the 589 respondents who responded to the question regarding their education, nearly half of the respondents (42.8%) held a master's degree, 22.8% held a bachelor's degree, 18.2% held a doctorate, 7.5% held an

associate degree, 4.2% held a high school diploma, and 0.8% received other professional degrees or certificates.

The respondents were classified into two segments, eReader users and non-eReader users. The majority of the respondents (75.5% of 591 respondents) said they did not own an eReader. Of the 145 respondents (24.5%) who owned an eReader, 88 were female (22.8% of the female population) and 57 were male (27.6% of the male population). One-third of eReader users (32.6% of 145) had an iPad, 28% had a Kindle, 18.8% had an iPod, 16% had a smartphone, 13.5% had a Nook, and 9% had an iPhone. Only 1.6% had a Sony eReader. The distribution between younger and older eReader ownership is relative even (Appendix C, Table 2), with the majority of eReader users between age 25 and 54.

The bar chart (Figure 5.1) shows that 40.9% of female population (88) and 31.6% of male population (57), who participated in this survey and owned an eReader, used the Kindle. On the other hand, 29.5% of female population (88) and 36.8% of male population (57), used the iPad tablet.



**Figure 5.1 Gender Difference in Using iPad and Kindle**

Almost one-quarter (23.6%) of respondents reported they got an eReader six months ago, 18.8% got it three months ago, 15.3% got it one year ago, 12.5% got it two years ago, 7.6% got it 18 months ago, and 6.3% got it three years ago.

The result of the survey and data analysis will be presented in the order of four research questions addressed in chapter 3.

**Research Question 1: In terms of printed book, magazine and newspaper reading, do people who own an eReader tend to read more than those who do not have an eReader?**

To compare whether people who own an eReader read more printed books, magazines and newspapers, the researcher compared the data collected between eReader

users and non-eReader users: A hypothesis analysis was conducted to identify whether there was a significant difference between the two groups in the amount of printed books, magazines and newspapers read.

Within six months' time period, the average amount of printed book reading for eReader users in the past six months was 8.68, and the average amount of printed book reading for non-eReader users in the past six months was 10.05. Using a t-test statistic,

$\mu_1$  = the mean quantity of printed book reading among non-eReader users

$\mu_2$  = the mean quantity of printed book reading among eReader users

Null hypothesis and Alternative hypothesis:

$H_0: \mu_1 = \mu_2$  There was no significant difference in the sample mean between the two groups

$H_a: \mu_1 \neq \mu_2$  There was a significant difference in the sample mean between the two groups

A significant level of  $\alpha = .05$  was used. By using the *t*-test statistic equation, we had

$$t = \frac{(\bar{x}_1 - \bar{x}_2) - d_0}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$

Data extracted from SPSS were inserted into the above equation, and the following *t* value was calculated:

$$t = 1.136$$

Based on T-Distribution Table, t-value of  $\alpha = 0.05$  was 1.645.

Thus, p-value was larger than  $p = .05$  in this case.

Decision rule (p-value approach):

$$\text{Reject } H_0 \text{ if } p\text{-value} \leq \alpha$$

Therefore, the null hypothesis was not rejected. Thus, it could be concluded that there was no statistical significant difference in the sample means of printed book reading between two groups. Therefore, the amount of printed book reading was not affected by whether people owned an eReader or not.

Within six months' time period, the average amount of printed magazine reading for eReader users was 15.25. The average amount of printed magazine reading for non-eReader users was 16.55. The t-value = 0.74,  $p > .05$ , therefore, the results revealed that there was also no significant difference in sample mean of printed magazine reading between eReader users and non-eReader users.

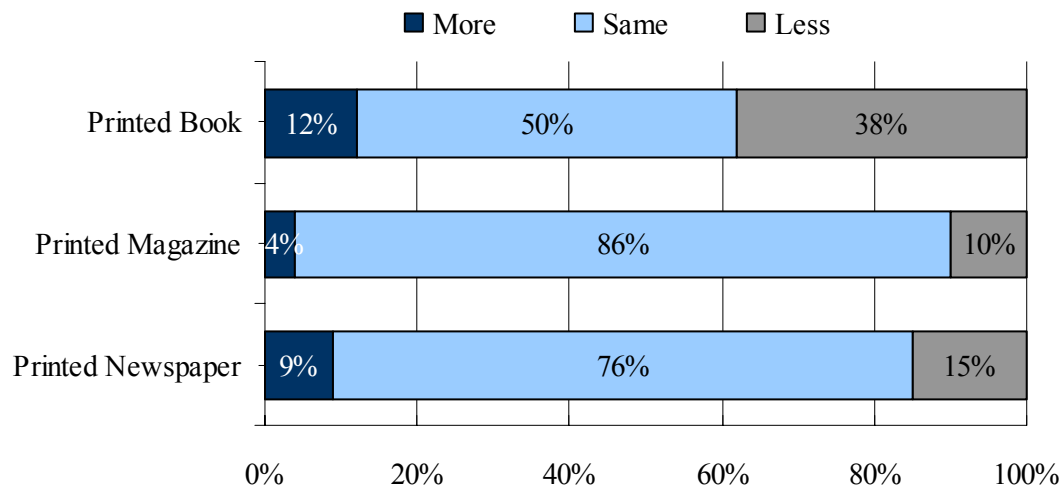
However, a statistically significant difference was found between the two groups for the amount of newspaper reading within six months (with p-value less than .05, mean of 1.83 for eReader users vs. 4.32 for non-eReader users,  $t = 2.96$ ). This may have been due to the error of the raw data collected. When the researcher asking "how many different *types* of printed newspaper have you read in the last six months," many



respondents interpreted it as “how many printed newspaper have you read in the last six months, ” and reported a very large number (e.g.,120), while the answer was expected to be a number less than 10.

#### *Changes of Print Media Usage among eReader Users*

In addition to giving specific numbers on the amount of books, magazines and newspapers reading, eReader users were asked if their amount of printed books, magazines and newspapers reading had changed after adopting an eReader. The result can be shown in Figure 5.2.



**Figure 5.2 Changes in Amount of Reading among eReader Users**

*Printed Books.* Although half of the eReader users believed their printed book reading had stayed the same after purchasing an eReader, of the 145 eReader users, 38%

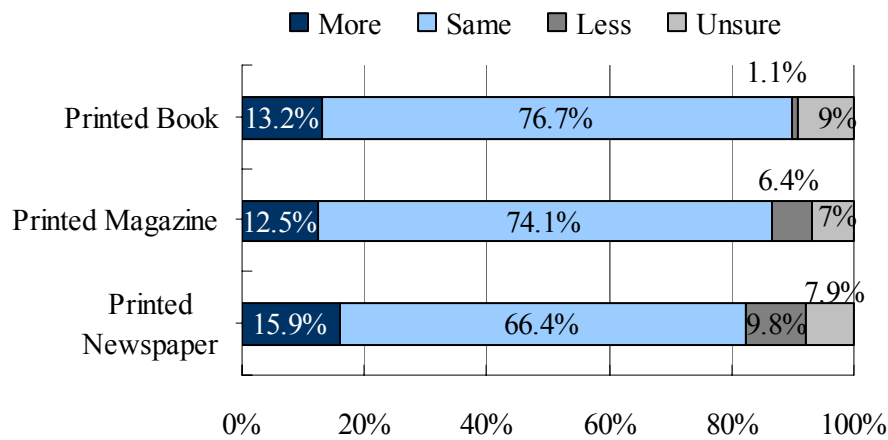
reported reading fewer. 12% of the eReader users indicated that they had read more printed books with the adoption of eReader.

*Printed Magazines.* The majority of respondents (86%) reported their printed magazine reading had remained the same. 10% of the eReader users indicated that they had read fewer after purchasing an eReader, with only 4% of the respondents reported they had read more printed magazines.

*Printed Newspapers.* eReader users showed a similar response pattern over changes on printed newspaper reading. The majority of respondents (76%) indicated their printed newspaper reading had stayed the same. 15% of the eReader users reported they had read fewer printed newspaper with the adoption of eReader, with 9% of the respondents reported they had read more printed newspapers than before.

#### *Expected Changes in Reading among Non-eReader Users*

Non-eReader users were asked if they *expected* their reading behavior to change in the age of digital reading. Figure 5.3 shows the *expected* change in printed book, printed magazine and printed newspaper reading among non-eReader users.



**Figure 5.3 Expected Change in Amount of Reading among Non-eReader Users**

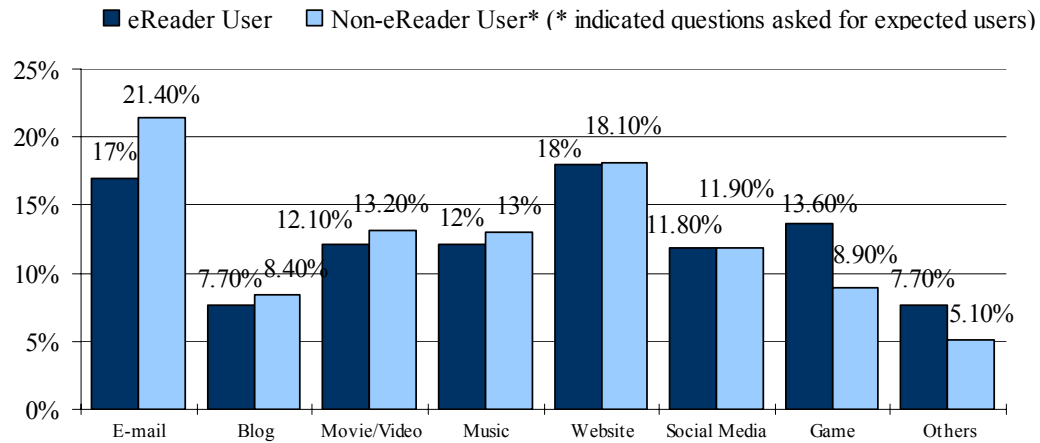
*Printed Books.* More than three-fourth (76.7%) of the non-eReader users expected their printed book reading would stay the same number. 13.2% of the respondents expected their book reading to increase, as opposed to only 1.1% of the respondents expecting their book reading to decline.

*Printed Magazines.* The majority of respondents (74.1%) indicated their magazine reading would stay the same in the age of digital reading. 12.5% of the non-eReader users expected to read more magazines, and 6.4% of them expected their magazine reading to decrease.

*Printed Newspapers.* Although the majority of respondents (66.4%) expected there would be no change in newspaper reading, 15.9% of the non-eReader users indicated their newspaper reading was expected to increase, with 9.8% of the respondents expecting to read fewer newspapers.

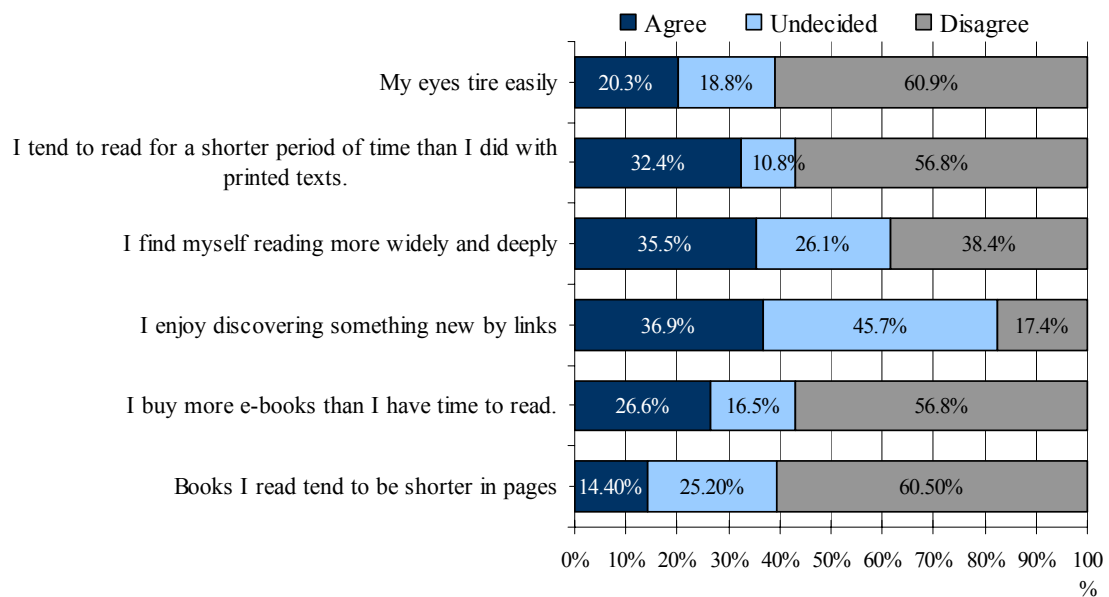
**Research Question 2: What is the nature and quantities of material that they consume on eReaders?**

eReader users were asked what other content they consumed, and non-eReader users were asked to *predict* their media consumption on eReaders if they were to buy them. The data from Figure 5.4 indicated that eReader users and non-eReader users shared similar interests in consuming media content. 17% of the eReader users reported that they were currently using eReader to read e-mails. More than one fifth (21.4%) of the non-eReader users reported they would read e-mails on an eReader if they had one. Both groups reported a similar response pattern with website browsing, blogging, movie/music entertaining, and social media usage. 13.6% of the eReader users reported they were playing games on their eReaders, and 8.9% of the non-eReader users believed they would play game on eReaders if they got one. Additionally, for eReader respondents who chose the “Other” option, more than half indicated that their eReader were not powerful enough to consume other content except books and journals. Among those non-eReader users who indicated “Other”, almost half of them expected to use it only as a “reading” device.



**Figure 5.4 Comparison of Media Consumption between eReader Users and Non-Users**

In addition, the researcher asked eReader users to use a five-point likert-type scale (Ranging from “1 = Strongly disagree” through “3 = Undecided,” to “5 = Strongly agree”) to indicate the extent to which they agreed with six statements concerning nature of material and personal reading experience on eReader. The text on the left side of Figure 5.5 is a shorted version of the actual statements in the survey. The answers of “strongly disagree” and “disagree” are combined under “Disagree” category; the answers of “Strongly agree” and “agree” are combined under “Agree” category.



**Figure 5.5 Response Rate of Six Statements Concerning Personal Reading Experience on eReaders**

More than three-fifth of respondents (60.4%) disagree that “books I read tend to be shorter in length”. Only 14.4% of the respondents agreed with this statement, while one in four respondents (25.2%) were undecided with this statement.

The next two statements displayed in Figure 5.5 (“ I tend to read for a shorter period of time than I did with printed texts,” and “ I buy more eBooks than I have time to read ”) shows similar response rates. Over half of the respondents (56.8%) disagreed with both statements, while 26.6% agreed that they have bought more eBooks than they had time to read, and 32.4% agreed that they tended to read for a shorter period of time than they did with printed texts.

Although a slightly larger proportion (45.7%) was undecided with the statement “I enjoy discovering something new by links,” the overall balance of responses indicated that most respondents (37%) enjoyed discovering something new by the links provided. Only 17.4% of the respondents did not agree with this statement.

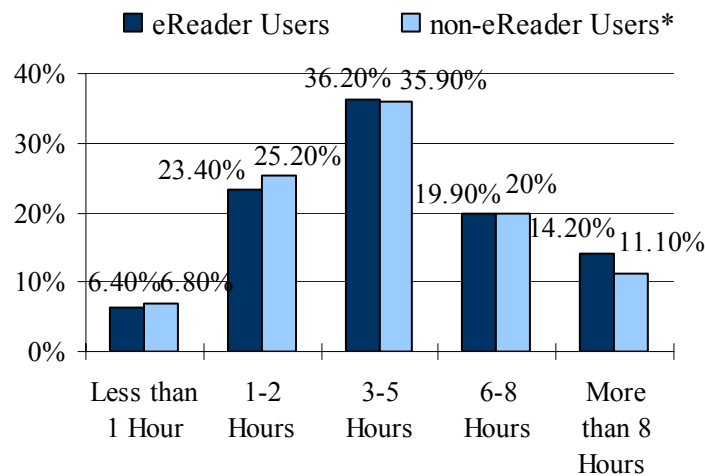
Respondents were evenly divided in their responses to the statement, “I find myself reading more widely and deeply.” More than one-third of the respondents expressed both agreement (35.5%) and disagreement (38.4%), with 26.1% undecided.

About a third as many respondents disagreed (60.9%) than agreed (20.3%) with the statement, “My eyes tire easily,” with 18.8% report “undecided.”

### **Question 3: Is there any change in computer screen reading after adopting an eReader?**

#### *Time Consumption*

eReader users and non-eReader users were very similar in time spent reading on a computer screen on a typical day (Figure 5.6). More than one-third spent 3-5 hours reading on computer screen. Slightly more eReader users (14.2%) reported spending 8 hours or more reading on computer screen than non-eReader users did (11.1%).

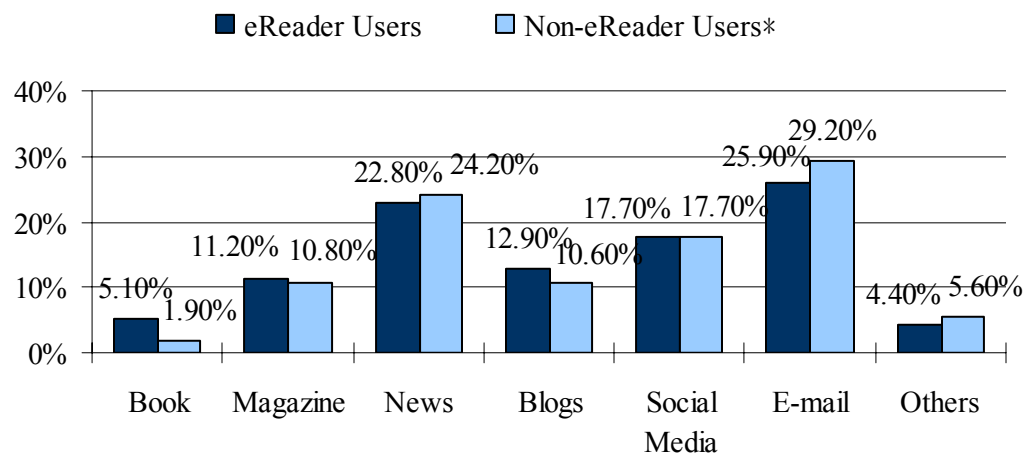


**Figure 5.6 Comparison of Time Spent Reading on a Computer Screen between eReader Users and Non-eReader Users on a Typical Day**

### *Text Consumption*

This study showed that both groups read email more frequently on computer screen than any other text: 25.9% of the eReader users and 29.2% of the non-eReader users reported they checked e-mails on a computer screen. News reading ranked the second, with 22.8% from the eReader group and 24.2% from the non-eReader group. The same percentage (17%) of the eReader users and non-eReader users browsed social media websites on the computer screen, which made it the third largest text consumption on the computer screen. Neither eReader users nor non-eReader users showed much book reading on computer screen as compared to other text, with only 5.1% of the eReader users reporting they typically read books on a computer screen. Non-eReader users barely read books on computer screen, which was only 1.9% (Figure 5.7).



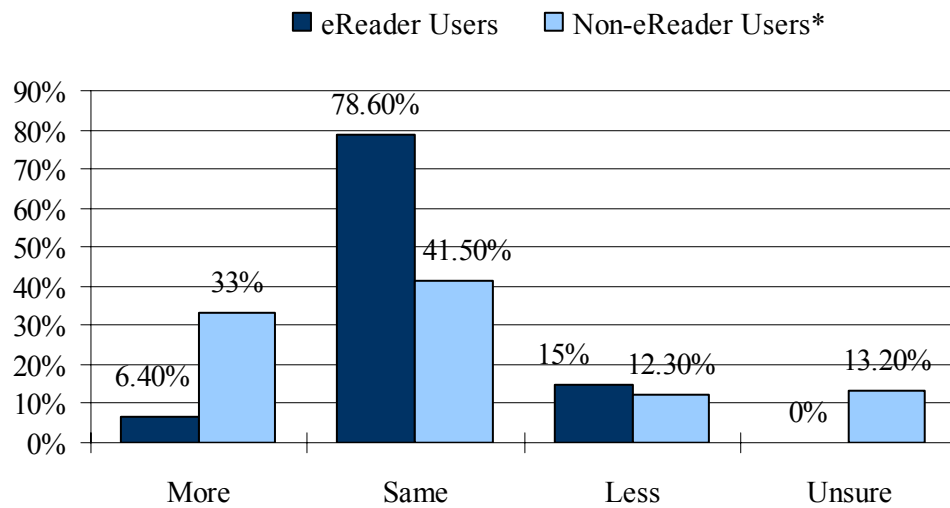


**Figure 5.7 Comparison of Text Consumption on Computer Screen between eReader Users and Non-eReader Users**

#### *Changes of Computer Screen Reading*

Of the 145 eReader user respondents who responded to the question regarding their changes in computer screen reading after adopting the new device, the majority of the respondents (78.6%) indicated there was no change in computer screen reading (Figure 5.8). 15% of the eReader users indicated they had read less on a computer screen, with only 6.4% reported they had read more on a computer screen.

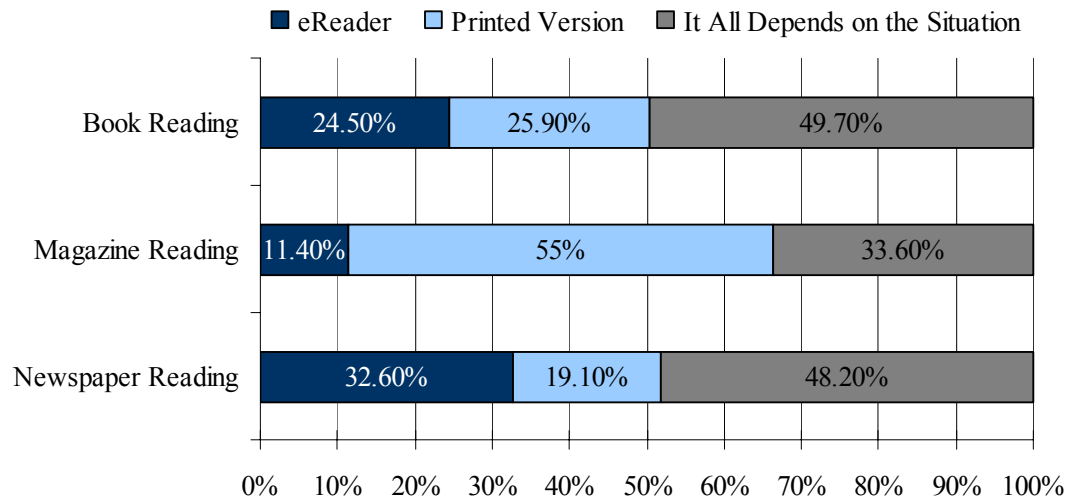
Non-eReader users were asked if they *expected* their computer screen reading behavior to change with the adoption of an eReader. Less than half of the respondents (41.5%) indicated that there would be no change in computer screen reading. One-third (33%) of the non-eReader users expected their computer screen reading to increase, with only 12.3% expected their computer screen reading to decline.



**Figure 5.8 Changes in Computer Screen Reading between eReader Users and Non-eReader Users**

**Question 4: When it comes to reading different material, what is the platform preference?**

eReader respondents were asked to indicate their platform preference in reading specific material by making a choice between “eReader”, “printed version”, and “It all depends on the situation”. For book reading, nearly half (49.7%) of the eReader users indicated “It all depends on the situation.” For newspaper reading, almost half (48.2%) of the eReader users indicated that “It all depends on the situation.” For magazine reading, 55% of eReader users preferred to read magazines or journals in printed format. Figure 5.9 showed the frequency responses of platform preference of eReader users’ choice to read books, magazines and newspapers.

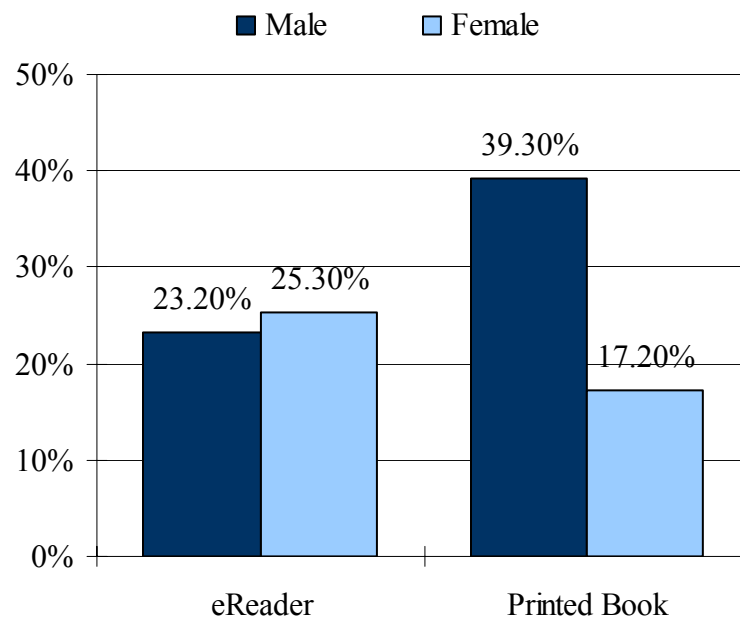


**Figure 5.9 Platform Preference in Reading Books, Magazines and Newspapers**

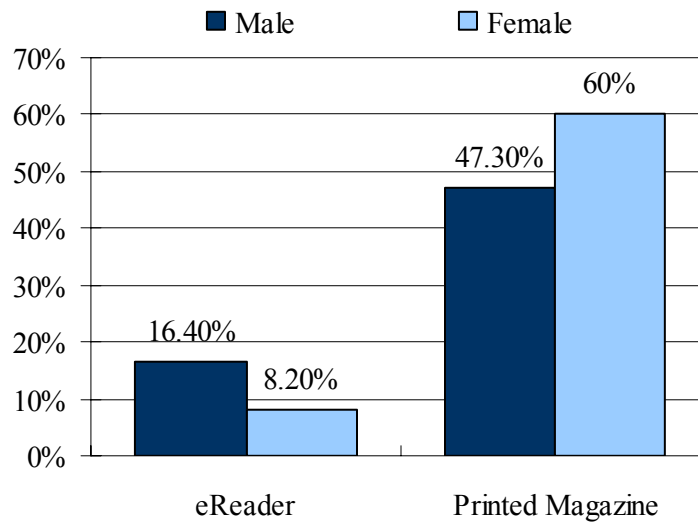
#### *Platform Preference and Gender*

Platform preference varied between the two genders. Figure 5.10 showed that more male respondents (39.3%) preferred to read printed books versus eReader books than female respondents (17.2%). With p value less than .05 (Appendix C, Table 3), it could be concluded that between eReader and printed books, males were more likely to read printed books than females. Also, there were more male respondents (23.6%) who preferred reading printed newspaper than that of female respondents (16.3%). However, there was no statistically significant difference between males and females for newspapers. In addition, 60% of the female respondents preferred to read a printed magazine, as opposed to 47.3% of the male respondents. Responses of “It all depends on the situation” were not provided in the Figure 5.10, Figure 5.11 and Figure 5.12, but could also be seen in Appendix C, Table 3, Table 4 and Table 5. Within 143 respondents

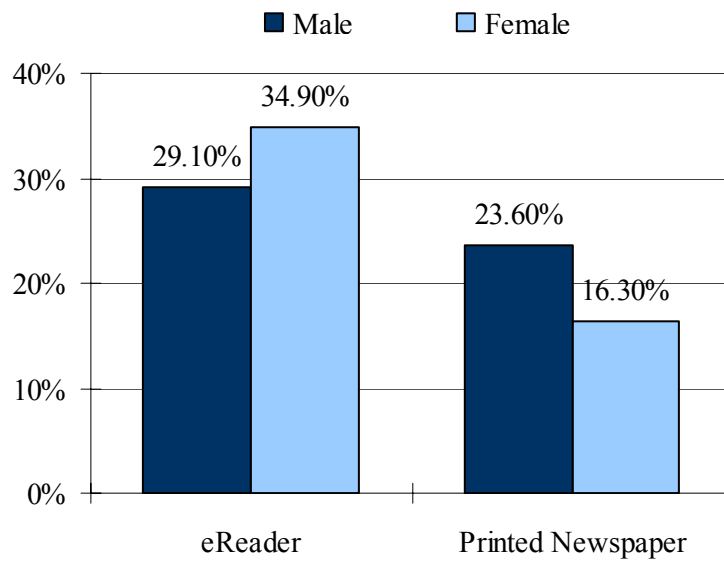
regarding their platform preference towards book reading, 37.5% of male and 57.5% of female considered it all depends on the situation. About one third of male and female population chose “It all depends on the situation” regarding platform preference towards magazine reading. About half from both group selected “It all depends on the situation” regarding platform preference towards news reading.



**Figure 5.10 Platform Preference in Reading Books between Male and Female**



**Figure 5.11 Platform Preference in Reading Magazines between Male and Female**



**Figure 5.12 Platform Preference in Reading Newspaper between Male and Female**

## **Other Findings**

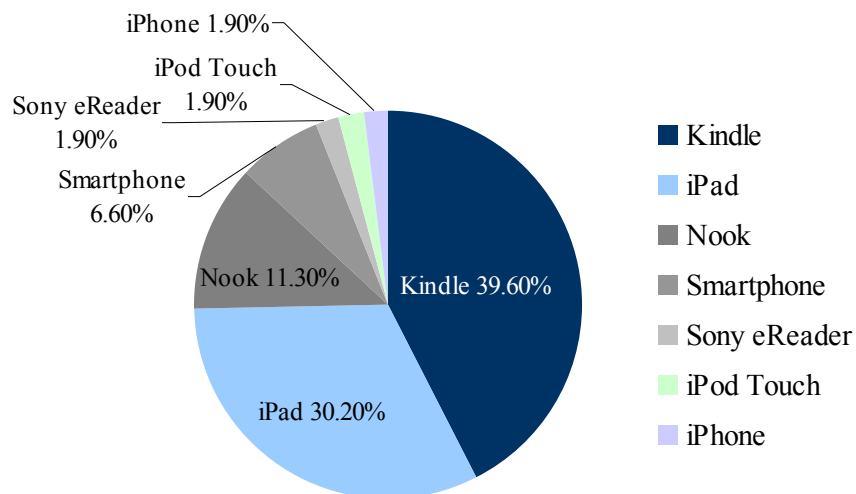
### *Age and Media Consumption*

Concerning media consumption on computers and eReaders, the study found that respondents from the youngest age group (25-34) tended to consume more blogs, social media and games than respondents from the older age group: 34.6% of the respondents from the age group 25-34 read blogs on the computer screen, as compared to 21% from the age group 45-54, and 17.6% from the age group 55-64. More than half (53.8%) of the respondents from the age group 25-34 browsed social media websites, as compared to 21.1% from age group 45-54, and 20.6% from the age group 55-64. The study also revealed that respondents from the younger age group were more likely to purchase an eReader within the next three months: 10.3% of respondents from the eReader user age group 35-44 intended to get another eReader, as opposed to 5.6% from the age group 45-54, and 2.9% from the age group 55-64. Lastly, 16.7% of the non-eReader users who are younger than 24 planned to get an eReader, as opposed to only 5.9% from the age group 45-54.

### *eReader Preference*

Within 104 Respondents who did not have an eReader but indicated they would like to purchase one in the future, the top five reasons for purchasing an eReader were: portability (20.4%), ease of use (17.1%), accessibility (14.6%), price (14.1%) and

multi-function (12.6%). Figure 5.13 shows different eReader brand preferences among non-eReader users. They included the Kindle (39.6%), iPad (30.2%), and Nook (11.3%). The remainder (12.3%) was either interested in smartphones, the Sony eReader or other Apple related products. This included the following categories: smartphones (6.6%), Sony eReader (1.9%), iPod Touch (1.9%), and iPhone (1.9%).



**Figure 5.13 eReader Brand Preference among Non-eReader Users**

eReader users were asked to give their personal opinion about using an eReader. Since the question was open-ended, these responses were coded based on the keywords respondents provided, and were presented in Appendix D, with the number of responses on each construct listed and ranked. The coded result matched with non-eReader user's opinion towards eReader: Portability, ease of use, accessibility, convenience and price were ranking top on the list. More than one-third (37.8%) of the eReader users indicated

that portability was the major reason for reading books on an eReader. Half of the eReader users indicated that they liked reading online news, either on computer screens or on eReaders. Although the result also showed that certain eReader users (7.6%) believed there would be no more printed newspapers in the future, majority of eReader users showed their strong interesting in print media. One-third (30.4%) of the eReader users reported they still loved reading printed books and magazines. Many reported that they would never give up using print media even though they got an eReader. Approximately 15% of eReader users pointed out that the current layout of magazines on eReader was very frustrating, which prevented them from reading magazines on eReaders.



## **Chapter 6**

### **Summary and Conclusion**

#### **Summary of Results**

The purpose of this study was to measure if people had changed their reading habits after adopting an eReader by analyzing the amount of reading of different material and their media preferences among different platforms. The results from Chapter 5 can be summarized as follows:

1. The majority of survey respondents (75.5%) did not have eReaders. Although there were more female participants in the survey than male participants, out of the general population, slightly more male (27.6%) owned an eReader than that of the female population (22.8%). Also, there were more eReaders being adopted by younger adults within the age group of 25-34 (26.8 %) than that of other age groups. The majority of the ownership was under age 50. The iPad tablet and Amazon Kindle were the most popular eReader devices. They were also one of the eReader devices wanted most by potential buyers.

2. No statistically significant differences were found between eReader users and non-eReader users in the average amount of printed books and printed magazine consumed. However, although half of the eReader users believed their printed book reading had stayed the same after purchasing an eReader, of the 145 eReader users, 38% reported reading fewer. A similar patterns was found for magazines. The majority of respondents (86%) reported their printed magazine reading had remained the same although 10% of the eReader users indicated that they had read fewer after purchasing an eReader.

3. In terms of time spent reading on computer screens and text consumption on computer screens, eReader users and non-users reported similar response patterns. E-mail, news, and social media were among the top three digital texts that were consumed on computer screens. Both groups did not read much eBooks on computer screen, which made books the least consumed text on computer screen.

4. eReader users were still printed media lovers. More than one third of them indicated that they loved reading printed books and magazines because they were more visually entertaining. Many reported that they would never give up using printed media even though they adopted an eReader. Male respondents were more likely to read in printed format than female respondents. Younger groups were more technology-oriented than the rest of the groups.

5. Portability, ease of use, accessibility, price and multi-function were the top five reasons people purchased an eReader. The study proved that eReaders was the most popular devices among eBook readers, with Amazon Kindle and iPad ranked top among eReader users and potential buyers.

### **Discussion of Results**

Previous research has shown that the eReader does affect traditional print media consumption. This research revealed that there were no differences in printed book and magazine reading between eReader users and non-users. However, the results may be impacted by the sample who were older and more educated than other research samples. It can be concluded from this study that the eReader is an additional fourth media distribution channel, and that the amount of reading may stay the same with other media that have been used by the respondents. An example of this is email. E-mail was one of the top texts consumed on computer screens by RIT faculty and staff and there were no differences in the amount of time spent on computer reading for eReader users and non-users.

Previous studies showed that newspapers drew bigger audiences online than they did in print. This was consistent with the findings of this study: over one-third of eReader owners preferred to read news on eReaders versus 19% who preferred the print version.

This may be because no one wants to wait for the next day delivered newspaper if they could easily get online news. Accordingly, subscription to the digital version (website and eReader version) of *New York Times*, *Wall Street Journal* and other newspapers has gradually replaced home delivery, and has helped reach far more new consumers than ever.

Results on book consumption were very different from news consumption when reading on computer screens. Only 5.1% eReader users and 1.9% non-eReader users in this study said they had read eBooks on computers, making the computer the least popular platform for book reading. This result was in opposition to previous studies, which had ranked the computer as the most popular device for reading eBooks. This is possibly due to the sample population for this study. Respondents in this research did not favor computer screen reading because sample group in this study, the majority of which were faculty members, normally spent more time than the general public in doing in-depth reading. It might be due to the glow from the computer screen which causes eye strain, or it is easier to get a sense of the whole text by reading on print-out, which proved Olsen's "visual memory" theory.

This research proved one popular viewpoint that the Kindle was particularly designed for book reading. When eReader users were asked for their platform preference for book reading, except for those responding "It All Depends on Situation", more Kindle

users (37%) preferred to read on eReaders. Only 17% of iPad users preferred to read books on the iPad, while one-third of iPad users chose to turn back to a printed version. This is possibly because the iPad could cause similar eye strain as a computer screen. Also, people may be more easily distracted by other applications running on the iPad. The majority of respondents preferred to read printed magazines because they believed that the layout and navigation of a printed magazine was better than any e-magazines. Additionally, readers assumed that the print-quality photos were more visually entertaining than the digital version.

Demographic difference, such as age, was one of the many factors that might have affected the results of this research. The research, which was conducted among RIT faculty and staff, would inevitably deliver an older age group. However, this study still proved the following two facts: the younger generations were more likely to adopt an eReader than the older generations and males were more likely to purchase an eReader device than females. Moreover, this research indicated that many respondents from the age groups 45-54 and 55-64 were also avant-garde in adopting new technologies. These results also confirmed one of the results from the Pew Research: eReader and tablet ownership is strongly associated with income and education, and were also most popular with adults under age 50.

## **Implications for Media Content Providers**

The results have implications for people who are currently working in the media industry, and those who are seeking business opportunities during the industry transition from traditional media to digital content. Based on the findings of the research, book, magazine and newspaper publishers should develop different strategies to cope with the new challenges.

First of all, media content providers need to know what the readers want to read, and through which medium they get that information. It was found from the research that the portability of an eReader was the top reason for people, especially those who were frequent travelers, to adopt an eReader. When staying at home, many readers still preferred to read a printed book. For book publishers, it would be best if they could provide both print versions and digital versions for different use. Almost one third (32.8%) of the eReader users in the open question section indicated they liked reading printed magazines. 18 out of 125 pointed out that the current layout of magazines on eReaders was very frustrating, and this was the major reason they stopped reading digital magazines. How, then, can magazine publishers seek to improve the layout on eReaders and create the content accordingly?

Secondly, printed media is still a popular form for much content. Many respondents indicated that they would love to read fashion and cooking magazines in

printed versions, even though there were digital versions coming up. Statements like “I love the glossiness of magazines” were not unusual in the survey. Although print newspaper circulation continues to decline, the research indicated that people were still interested in the Sunday Edition newspaper for its thickness and large quantity of information. As one respondent said: “the ritual of reading the Sunday morning paper is still my favorite.”

### **Limitations of the Research**

The researcher conducted an online survey among faculty and staff within the Rochester Institute of Technology. The demographic profile of this particular group was highly educated and most was above the age of 34. This may not be representative of the US population at large. As one of the new technologies, eReaders were supposed to be more widely adopted by the young tech-savvy population. Thus, the sample grouping which tended to be older might affected the results of this research.

The data collected in this survey was self-reported, especially for several open-ended questions, and the researcher coded the questions herself. Due to the scope of personal knowledge and understanding, there might be some inaccuracies in reporting. In addition, survey respondents had the option to leave some of the questions unanswered (for example, age), which might also affect the accuracy of the result.

For several questions concerning quantitative data input, respondents who misunderstood the question raised by the research had caused inaccuracy in the results. For example, when asking “how many different *types* of printed newspapers have you read in the last six months,” many respondents interpreted it as “how many printed newspapers have you read in the last six months,” and inputted a very large number (e.g., 120) instead of numbers less than 10.



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## Appendix A

### Response Frequencies

Questions	Total			
<b>Background Questions</b>				
<b>Q1: Gender:</b>				
Net Answering	n=591			
Male	34.70%			
Female	65.30%			
<b>Q2: Age:</b>				
Net Answering	n=570			
0-24	2.50%			
25-34	17.00%			
35-44	21.10%			
45-54	27.70%			
55-64	27.20%			
65-74	4.60%			
<b>Q3: Highest Education Achieved:</b>				
Net Answering	n=589			
High School Diploma	4.20%			
Associate Degree	7.50%			
Bachelor's Degree	22.80%			
Master's Degree	42.80%			
Ph.D	18.20%			
Professional Degree	0.80%			
<b>Q4: Do you own an eReader?</b>				
Net Answering	n=591			
Yes	24.50%			
No	75.50%			
<b>eReader owner</b>			<b>Non-eReader owner</b>	
<b>Q5: Which eReader do you own?</b>			<b>Questions</b>	<b>Total</b>
Net Answering	n=144			
Kindle	28%			

Nook	13.50%			
Sony	1.60%			
iPod	18.80%			
iPhone	9.00%			
iPad	32.60%			
Smartphone	16.00%			
<b>Q6: When did you get your first eReader?</b>				
Net Answering	n=144			
3 months ago	18.80%			
6 months ago	23.60%			
1 year ago	15.30%			
18 months ago	7.60%			
2 years ago	12.50%			
3 years ago	6.30%			
<b>eReader User Book Reading</b>			<b>Non-eReader User Book Reading</b>	
<b>Q7: Number of printed books</b>			<b>Number of printed books read</b>	
Net Answering	n=143		Net Answering	n=445
0-10	75.50%		0-10	71.50%
11-20	13.30%		11-20	17.80%
21-30	7.00%		21-30	7.00%
31-40	2.10%		31-40	0.90%
41-50	1.40%		41-50	1.60%
>51	0.07%		>51	1.30%
Mean	8.68		Mean	10.05
Standard Deviation	11.2		Standard Deviation	14.5
<b>Q8: Number of e-book</b>				
Net Answering	n=143			
0-10	88.10%			
11-20	7.70%			
21-30	2.10%			
31-40	1.40%			
>40	0.70%			
<b>Q9: Changes on reading printed books:</b>			<b>Expectation of book reading</b>	
Net Answering	n=142		Net Answering	n=446

More	12%		Increase	13.20%
Less	38%		Decrease	1.10%
The same number	50%		Stay the same	76.70%
			Unsure	9.00%
<b>Q10: How do you prefer to read books?</b>				
Net Answering	n=143			
Using an eReader	24.50%			
Reading printed books	25.90%			
It all depends on the situation	49.70%			
<b>eReader User Magzine/Journal Reading</b>			<b>Non-eReader User Magazine or Journal Reading</b>	
<b>Q11: Number of printed magazines</b>			<b>Number of printed magazines</b>	
Net Answering	n=142		Net Answering	n=438
0-10	54.20%		0-10	46.80%
11-20	21.10%		11-20	26.50%
21-30	9.90%		21-30	13%
31-40	9.20%		31-40	4.30%
41-50	2.10%		41-50	3.20%
>51	3.50%		>51	6.20%
Mean	15.25		Mean	16.55
Standard Deviation	17.78		Standard Deviation	19.18
<b>Q12: Number of e-Magazines</b>				
Net Answering	n=141			
0-10	80.90%			
11-20	6.40%			
21-30	5.70%			
31-40	1.40%			
41-50	0.70%			
>51	5.00%			
<b>Q13: Changes on reading printed magazines or journals:</b>			<b>Expectation of magazine or journal reading</b>	
Net Answering	n=140		Net Answering	n=440
More	4.30%		Increase	12.50%
Less	10%		Decrease	6.40%

The same number	85.70%		Stay the same	74.10%
			Unsure	7%
<b>Q14: How do you prefer to read magazines or journals?</b>				
Net Answering	n=140			
Using an eReader	11.40%			
Reading printed magazines or journals	55%			
It all depends on the situation	33.60%			
<b>eReader User Newspaper Reading</b>			<b>Non-eReader User Newspaper Reading</b>	
<b>Q15: Types of printed newspaper</b>			<b>Types of printed newspaper</b>	
Net Answering	n=139		Net Answering	n=440
0-5	96.40%		0-5	92.30%
6-10	0.70%		6-10	4.30%
11-15	1.40%		11-15	0.50%
>15	1.40%		16-20	0.20%
			21-25	0.90%
			>25	1.80%
Mean	1.83		Mean	4.32
Standard Deviation	2.66		Standard Deviation	17.03
<b>Q16: Electronic news sites</b>				
Net Answering	n=140			
0-5	70.70%			
6-10	17.10%			
11-15	6.40%			
16-20	2.10%			
21-25	1.40%			
>25	2.10%			
<b>Q17: Changes on reading printed newspapers:</b>			<b>Expectation of newspaper reading</b>	
Net Answering	n=140		Net Answering	n=441
More	9.30%		Increase	15.90%
Less	15%		Decrease	9.80%
The same number	75.70%		Stay the same	66.40%
			Unsure	7.90%



Q18: How do you prefer to read news?				
Net Answering	n=141			
Using an eReader	32.60%			
Reading a printed newspaper	19.10%			
It all depends on the situation	48.20%			
Computer Screen Reading				
Q19: Time spend reading on computer on a typical day			Q19: Time spend reading on computer on a typical day:	
Net Answering	n=141		Net Answering	n=440
< 1 hour	6.40%		< 1 hour	6.80%
1-2 hours	23.40%		1-2 hours	25.20%
3-5 hours	36.20%		3-5 hours	35.90%
6-8 hours	19.90%		6-8 hours	20%
> 8 hours	14.20%		> 8 hours	11.10%
Q20: text consumption in computer screen reading			text consumption in compuer screen reading	
Net Answering	n=141		Net Answering	n=441
Book	5.10%		Book	1.90%
Magazine	11.20%		Magazine	10.80%
News	22.80%		News	24.20%
Blogs	12.90%		Blogs	10.60%
Social Media	17.70%		Social Media	17.70%
E-mail	25.90%		E-mail	29.20%
Others	4.40%		Others	5.60%
Q21: Changes of reading on computer screen:			Expectation of computer screen reading	
Net Answering	n=140		Net Answering	n=106
More	6.40%		Increase	33%
Less	15.00%		Decrease	12.30%
The same amount	78.60%		Stay the same	41.50%
			Unsure	13.20%
Nature and quantities of other material consume on eReaders:				
Q22: Ways using an eReader:			Ways going to use on eReader	
Net Answering	n=107		Net Answering	n=102

Read email	17%		Read email	21.40%
Read blog	7.70%		Read blog	8.40%
Watch movie/video	12.10%		Watch movie/video	13.20%
Listen to music	12.10%		Listen to music	13.00%
Browse website	18%		Browse website	18.10%
Browse social media	11.80%		Browse social media	11.90%
Play game	13.60%		Play game	8.90%
Others	7.70%		Others	5.10%
<b>Scale question</b>				
<b>Q23: I find that the books I like to read on my eReader tend to be shorter in length (defined by number of pages) than books I read in printed format.</b>				
Net Answering	n=139			
Strongly Disagree	19.40%			
Disagree	41%			
Undecided	25.20%			
Agree	11.50%			
Strongly Agree	2.90%			
<b>Q24: I tend to read for a shorter period of time on my eReader than I do with printed texts.</b>				
Net Answering	n=139			
Strongly Disagree	18%			
Disagree	38.80%			
Undecided	10.80%			
Agree	24.50%			
Strongly Agree	7.90%			
<b>Q25: With my eReader, I find myself reading more widely and deeply, discovering things that I never found before.</b>				
Net Answering	n=138			
Strongly Disagree	7.20%			
Disagree	31.20%			
Undecided	26.10%			
Agree	27.50%			
Strongly Agree	8.00%			
<b>Q26: I enjoy discovering new reading material through the links shown below the article when I am reading on my eReader.</b>				
Net Answering	n=138			

Strongly Disagree	3.60%			
Disagree	13.80%			
Undecided	45.70%			
Agree	31.90%			
Strongly Agree	5.10%			
<b>Q27: My eyes tire easily when I am reading on my eReader.</b>				
Net Answering	n=133			
Strongly Disagree	20.30%			
Disagree	40.60%			
Undecided	18.80%			
Agree	11.30%			
Strongly Agree	9%			
<b>Q28: I buy more e-books than I have time to read.</b>				
Net Answering	n=139			
Strongly Disagree	23%			
Disagree	33.80%			
Undecided	16.50%			
Agree	19.40%			
Strongly Agree	7.20%			
<b>Q29: Intention of purchasing an eReader</b>			<b>Intention of purchasing an eReader</b>	
Net Answering	n=140		Net Answering	n=440
Yes	4.30%		Yes	6.10%
No	82.90%		No	75.50%
Unsure	12.90%		Unsure	18.40%
			<b>Reason of preference</b>	
			Net Answering	n=107
			3G-enabled or WiFi connectivity	9.50%
			Portability	20.40%
			Ease of Use	17.10%
			Accessibility	14.60%
			Environmental-friendly	6.80%
			e-ink	1.50%
			dropping price	14.10%

			multi-function	12.60%
			others	3.50%
			<b>Which eReader device interests you the most?</b>	
			Net Answering	n=106
			Amazon Kindle	39.60%
			Barnes & Noble Nook	11.30%
			Sony eReader	1.90%
			iPod Touch	1.90%
			iPhone	1.90%
			iPad	30.20%
			Smartphone	6.60%

## Appendix B

### Survey Questions

#### Reading Habits Survey

[Exit this survey](#)

#### Welcome!

This survey involves the study of reading habits with the advent of new reading devices. These devices include the Kindle, Nook, Sony eReader, iPod, iPhone, iPad, or other smart phones. This survey is being conducted by Lingya Zhang, second year graduate student from the School of Print Media at the Rochester Institute of Technology (RIT) as a part of her MS thesis requirement.

The survey should take 10 minutes to complete. Please take the time to read each question carefully, as your answers are important!

As a thank you, the first 100 respondents will be mailed a Java Wally's coffee token. To receive the token please enter your name and on-campus mail address at the end of the survey.

**Please read the following information and answer the informed consent question at the bottom of the page.**

We will ask you to answer a variety of questions regarding your reading habits on eReaders, the computer screen and printed material. During the survey, you have the option to edit the information that you provide. You can navigate through the survey by clicking the "Previous" and "Next" buttons at the bottom of the screen.

The information collected in this survey is strictly for research purposes and will remain confidential. Access to the data is restricted to the primary researchers. Aggregate data from the study will be published by RIT. Your name and contact information (should you choose to provide them) will NOT be provided to any other party and will NOT be released in the survey results.

There are no foreseeable risks or discomfort that will be experienced as a result of taking the survey. Participation in the survey is entirely voluntary. At any time, you may exit the survey by clicking the "Exit this survey" button, which is located on the top right of the screen.

If you have any questions or concerns about the survey, you may contact Lingya Zhang, investigator of the study, at 585-758-6415. If you have any questions about your rights as a research subject, please contact the RIT Human Subject Research Office at (585) 475-7673.

Thank you for your participation.

**\* 1. I have read the information above and attest that I am willing and able to take the survey:**

- ☐ Yes (This will allow you to start the survey)
- ☐ No (This will take you to a page where you can exit the survey)

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## Reading Habits Survey

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### Background Questions

1. What is your gender?

☐ Male

☐ Female

2. What is your age?

3. What is the highest level of education you have achieved?

☐ High School Diploma

☐ Associate Degree

☐ Bachelor's Degree

☐ Master's Degree

☐ Ph.D.

☐ Professional Degree

☐ Other (please specify)

\* 4. Do you own an eReader?

☐ Yes

☐ No

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**For eReader owners**

**1. Which eReader do you own? (Check all that apply)**

- ☐ Amazon Kindle
- ☐ Barnes & Noble Nook
- ☐ Sony eReader
- ☐ iPod Touch
- ☐ iPhone
- ☐ iPad
- ☐ Other Smartphone
- ☐ Other device (please specify)

**2. When did you purchase or otherwise acquire your first eReader?**

- ☐ 3 months ago
- ☐ 6 months ago
- ☐ 1 year ago
- ☐ 18 months ago
- ☐ 2 years ago
- ☐ 3 years ago
- ☐ Other (please specify)

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## Reading Habits Survey

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### eReader Book Reading

Please describe your reading habits for books since you get the eReader.

1. How many printed books have you read in the last six months?

2. How many e-books have you read in the last six months?

3. After you purchased an eReader, have you read more, less or the same number of printed books?

- ☐ More
- ☐ Less
- ☐ The same number

4. How do you prefer to read books?

- ☐ Using an eReader
- ☐ Reading printed books
- ☐ It all depends on the situation

5. Please describe the reasons for your preference.

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## Reading Habits Survey

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### eReader Magazine/Journal Reading

Please describe your reading habits for magazines or journals since you get the eReader.

1. How many printed magazines or journals have you read in the last six months?

2. How many electronic magazines or e-Journals have you read in the last six months?

3. After you purchased an eReader, have you read more, less or the same number of printed magazines or journals?

- ☐ More
- ☐ Less
- ☐ The same number

4. How do you prefer to read magazines or journals?

- ☐ Using an eReader
- ☐ Reading printed magazines or journals
- ☐ It all depends on the situation

5. Please describe the reasons for your preference.

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## Reading Habits Survey

### eReader Newspaper Reading

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Please describe your reading habits for newspapers since you get the eReader.

**1. How many different types of printed newspapers have you read in the last six months? (For example, New York Times, Democrat and Chronicle, etc.)**

**2. How many electronic news sites have you read in the last six months? (For example, New York Times Website, Yahoo News, etc.)**

**3. After you purchased an eReader, have you read more, less or the same number of printed newspapers?**

- ☐ More
- ☐ Less
- ☐ The same number

**4. How do you prefer to read news?**

- ☐ Using an eReader
- ☐ Reading a printed newspaper
- ☐ It all depends on the situation

**5. Please describe the reasons for your preference.**

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**Computer Screen Reading**

**1. On a typical day, how much time do you spend reading on your computer for study, work and for pleasure?**

- ☐ Less than 1 hour
- ☐ 1-2 hours
- ☐ 3-5 hours
- ☐ 6-8 hours
- ☐ More than 8 hours

**2. Which of the following texts do you typically read on your computer screen? (Check all that apply.)**

- ☐ Books
- ☐ Magazine/Journals
- ☐ News
- ☐ Blogs
- ☐ Social media(Facebook, Twitter,etc.)
- ☐ E-mail
- ☐ Other (please specify)

**3. After you purchased an eReader, do you read more, less or the same amount on your computer?**

- ☐ More
- ☐ Less
- ☐ The same amount

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**Nature and quantities of other material that you consume on your eReaders.****1. Check the other ways you are using your eReader. (Check all that apply.)**

- ☐ Read e-mail
- ☐ Read blogs
- ☐ Watch movie/videos
- ☐ Listen to music
- ☐ Browse websites
- ☐ Browse social media (Facebook, Twitter, etc.)
- ☐ Play games
- ☐ Other (please specify)

**2. Please rate your level of agreement with the following statements.**

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
I find that the books I like to read on my eReader tend to be shorter in length (defined by number of pages) than books I read in printed format.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to read for a shorter period of time on my eReader than I do with printed texts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With my eReader, I find myself reading more widely and deeply, discovering things that I never found before.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy discovering new reading material through the links shown below the article when I am reading on my eReader.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My eyes tire easily when I am reading on my eReader.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy more e-books than I have time to read.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**\*3. Do you intend to purchase another eReader within the next three months?**

- ☐ Yes
- ☐ No
- ☐ Unsure

## Reading Habits Survey

[Exit this survey](#)

### Book Reading

Please describe your reading habits for books over the past six months.

1. How many printed books have you read in the last six months?

2. Do you expect your amount of book reading to increase, decrease, or stay the same in this era of digital reading devices?

- ☐ Increase
- ☐ Decrease
- ☐ Stay the same
- ☐ Unsure

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## Reading Habits Survey

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### Magazine or Journal Reading

Please describe your reading habits for magazines or journals over the past six months.

1. How many printed magazines/journals have you read in the last six months?

2. Do you expect your amount of magazine or journal reading to increase, decrease, or stay the same in this era of digital reading devices?

- ☐ Increase
- ☐ Decrease
- ☐ Stay the same
- ☐ Unsure

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## Reading Habits Survey

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### Newspaper Reading

Please describe your reading habits for newspapers over the past six months.

1. How many different types of printed newspapers have you read in the last six months? (For example, New York Times, Democrat and Chronicle, etc.)

2. Do you expect your amount of newspaper reading to increase, decrease, or stay the same in this era of digital reading devices?

- ☐ Increase
- ☐ Decrease
- ☐ Stay the same number
- ☐ Unsure

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## Reading Habits Survey

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### Computer Screen Reading

1. On a typical day, how much time do you spend reading on your computer for study, work and for pleasure?

- ☐ Less than 1 hour
- ☐ 1-2 hours
- ☐ 3-5 hours
- ☐ 6-8 hours
- ☐ More than 8 hours
- ☐ Other (please specify)

2. Which of the following texts do you typically read on your computer screen? (Check all that apply.)

- ☐ Books
- ☐ Magazine/Journals
- ☒ News
- ☐ Blogs
- ☐ Social Media (Facebook, Twitter, etc.)
- ☐ E-mail
- ☐ Other (please specify)

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**Future eReader Reading**

**\* 1. Do you intend to purchase an eReader for yourself or as a gift within the next three months?**

- ☐ Yes
- ☐ No
- ☐ Unsure

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**Future eReader Reading****1. Why would you like to purchase an eReader. (Check all that apply.)**

- ☐ 3G-enabled or WIFI connectivity
- ☐ Portability
- ☐ Ease of use
- ☐ Accessibility to more content
- ☐ Environmental-friendly
- ☐ E-ink technology
- ☐ Dropping price
- ☐ Multi-functional
- ☐ Other (please specify)

**2. Which eReader device interests you the most?**

- ☐ Amazon Kindle
- ☐ Barnes & Noble Nook
- ☐ Sony eReader
- ☐ iPod Touch
- ☐ iPhone
- ☐ iPad
- ☐ Smartphone
- ☐ Other (please specify)

**3. Do you think that, after purchasing an eReader, your reading on a computer will increase, decrease, or stay the same?**

- ☐ Increase
- ☐ Decrease
- ☐ Stay the same

**4. Apart from general reading, what other ways that you might use your eReader? (Check all that apply.)**

- ☐ Read e-mail
- ☐ Read blogs
- ☐ Watch movie/videos
- ☐ Listen to music
- ☐ Browse websites
- ☐ Browse social media (Facebook, Twitter, etc.)
- ☐ Play games
- ☐ Other (please specify)

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## Reading Habits Survey

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### Contact Information

1. Please provide your contact information below. The first 100 respondents will be mailed a Java Wally's coffee token.

Name

Campus Mailing Address

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## Appendix C Cross Tabulation

**Table 1: Cross tabulation of eReader owners against their gender differences**

			What is your gender?		Total
			Male	Female	
Do you own an eReader?	Yes	Count % within What is your gender?	57 27.8%	88 22.8%	145 24.5%
	No	Count % within What is your gender?	148 72.2%	298 77.2%	446 75.5%
Total		Count % within What is your gender?	205 100.0%	386 100.0%	591 100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.813 <sup>a</sup>	1	.178	.192	.107
Continuity Correction <sup>b</sup>	1.553	1	.213		
Likelihood Ratio	1.790	1	.181		
Fisher's Exact Test					
Linear-by-Linear Association	1.810	1	.179		
N of Valid Cases	591				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 50.30.

b. Computed only for a 2x2 table

**Table 2: Cross tabulation of eReader owners against their age differences**

			agecode						Total
			0-24	25-34	35-44	45-54	55-64	65-74	
Do you own an eReader?	Yes	Count	2	26	31	38	34	4	135
		% within agecode	14.3%	26.8%	25.8%	24.1%	21.9%	15.4%	23.7%
	No	Count	12	71	89	120	121	22	435
		% within agecode	85.7%	73.2%	74.2%	75.9%	78.1%	84.6%	76.3%
Total	Count		14	97	120	158	155	26	570
	% within agecode		100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %	100.0 %

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58.107 <sup>a</sup>	50	.201
Likelihood Ratio	61.994	50	.119
Linear-by-Linear Association	1.027	1	.311
N of Valid Cases	570		

a. 62 cells (60.8%) have expected count less than 5.  
The minimum expected count is .24.

**Table 3: Cross tabulation of platform preference in reading books among eReader owner against their gender difference**

			What is your gender?		Total
			Male	Female	
How do you prefer to read books?	Using an eReader	Count % within What is your gender?	13 23.2%	22 25.3%	35 24.5%
	Reading printed books	Count % within What is your gender?	22 39.3%	15 17.2%	37 25.9%
	It all depends on the situation	Count % within What is your gender?	21 37.5%	50 57.5%	71 49.7%
Total		Count % within What is your gender?	56 100.0%	87 100.0%	143 100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.196 <sup>a</sup>	2	.010
Likelihood Ratio	9.097	2	.011
Linear-by-Linear Association	1.599	1	.206
N of Valid Cases	143		

a. 0 cells (.0%) have expected count less than 5.  
The minimum expected count is 13.71.

**Table 4: Cross tabulation of platform preference in reading magazines among eReader owner against their gender difference**

			What is your gender?		Total
			Male	Female	
How do you prefer to read magazines or journals?	Using an eReader	Count % within What is your gender?	9 16.4%	7 8.2%	16 11.4%
	Reading printed magazines or journals	Count % within What is your gender?	26 47.3%	51 60.0%	77 55.0%
	It all depends on the situation	Count % within What is your gender?	20 36.4%	27 31.8%	47 33.6%
Total		Count % within What is your gender?	55 100.0%	85 100.0%	140 100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.124 <sup>a</sup>	2	.210
Likelihood Ratio	3.084	2	.214
Linear-by-Linear Association	.103	1	.748
N of Valid Cases	140		

a. 0 cells (.0%) have expected count less than 5.  
The minimum expected count is 13.71.



**Table 5: Cross tabulation of platform preference in reading news among eReader owner against their gender difference**

			What is your gender?		Total
			Male	Female	
How do you prefer to read news?	Using an eReader	Count % within What is your gender?	16 29.1%	30 34.9%	46 32.6%
	Reading a printed newspaper	Count % within What is your gender?	13 23.6%	14 16.3%	27 19.1%
	It all depends on the situation	Count % within What is your gender?	26 47.3%	42 48.8%	68 48.2%
Total		Count % within What is your gender?	55 100.0%	86 100.0%	141 100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.310 <sup>a</sup>	2	.519
Likelihood Ratio	1.295	2	.523
Linear-by-Linear Association	.076	1	.783
N of Valid Cases	141		

a. 0 cells (.0%) have expected count less than 5.  
The minimum expected count is 10.53.

## Appendix D

### Coding

**Table 1. Number of Respondents Who Mentioned Each Construct When Describing Their Book Reading Habits**

<b>Rank</b>	<b>Construct</b>	<b>Number of Respondents</b>
<i>1</i>	Portability	51
<i>2</i>	Printed book lover	41
<i>3</i>	Ease of use	20
<i>4</i>	Convenience	19
<i>5</i>	Price	15
<i>6</i>	Accessibility	12
<i>7</i>	Adjustability	4
<i>8</i>	Environmental-friendly	4
<i>9</i>	Readability	2
<i>10</i>	Up-to-date	1

**Table 2. Number of Respondents Who Mentioned Each Construct When Describing Their Magazine Reading Habits**

<b>Rank</b>	<b>Construct</b>	<b>Number of Respondents</b>
<i>1</i>	Printed Magazine lover	41
<i>2</i>	Layout	18
<i>3</i>	No e-mag reading	16
<i>4</i>	Accessibility	9
<i>5</i>	Convenience	8
<i>6</i>	Price	6
<i>7</i>	Environmental-friendly	3
<i>8</i>	Interactivity	2
<i>9</i>	Share	2
<i>10</i>	Portability	1

**Table 3. Number of Respondents Who Mentioned Each Construct  
When Describing Their Newspaper Reading Habits**

<b>Rank</b>	<b>Construct</b>	<b>Number of Respondents</b>
<i>1</i>	Online news	57
<i>2</i>	Printed newspaper lover	14
<i>3</i>	Accessibility	12
<i>4</i>	Convenience	12
<i>5</i>	Price	11
<i>6</i>	No more Printed newspaper	9
<i>7</i>	Environmental-friendly	9
<i>8</i>	Sunday printed version lover	5
<i>9</i>	Up-to-date	5
<i>10</i>	Interactivity	1